

What is Claimed is:

1. A mobile telephone device provided with a television broadcast-viewing function, comprising:
 - a memory for storing setting information on an image in a television broadcast viewing mode and setting information on an image in a telephone mode; and
 - 5 a controller for reading out, in the television broadcast viewing mode, the setting information on the image in the television broadcast viewing mode from the memory so that a setting of a display device is made, and for reading out, in the telephone mode, the setting information on the image in the telephone mode from the memory so that a setting of the
 - 10 display device is made.
2. A mobile telephone device according to claim 1, wherein the setting information on the image includes at least one of a screen luminance setting and a contrast setting.
3. A mobile telephone device according to claim 1 or 2, wherein the setting information on the image in the telephone mode can be set to include low luminance setting information for lowering the screen luminance with passage of a time period, while the setting information on the image in the television broadcast viewing mode can be set not to include the low luminance setting information or to include different low luminance setting information.
4. A mobile telephone device provided with a television broadcast-viewing function, 20 comprising:
 - a memory for storing setting information on a sound in a television broadcast viewing mode and setting information on a sound in a telephone mode; and
 - 25 a controller for reading out, in the television broadcast viewing mode, the setting information on the sound in the television broadcast viewing mode from the memory so that a setting of a sound output portion is made, and for reading out, in the telephone mode, the

setting information on the sound in the telephone mode from the memory so that a setting of the sound output portion is made.

5. A mobile telephone device according to claim 4, wherein the setting information on the sound includes at least a sound volume setting.

5 6. A mobile telephone device according to claim 4 or 5, wherein the setting information on the sound in the telephone mode can be set to include setting information for outputting a ringtone at a predetermined sound volume, while the setting information on the sound in the television broadcast viewing mode can be set not to include the setting information for outputting the ringtone, or to include different sound volume information.